

From: s 22
To: s 22
Cc: s 22
Subject: RE: Meeting with Prime Minister regarding gambling advertising reform [SEC=OFFICIAL]
Date: Friday, 28 July 2023 2:24:16 PM
Attachments: s 22
s 22

Thanks s 22 . Noting that s 22 will need to be signed in but I have a parliamentary pass (not one that enables me to escort s 22). We will aim to be there around 3.45pm. Warm regards s 22

s 22

Chief Executive Officer



P: (03) 9999 7372

s 22 @agr.org.au

552 Victoria St, North Melbourne VIC 3051

PO Box 116 Axedale VIC 3551

www.agr.org.au

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From: s 22 <s 22 @pm.gov.au>
Sent: Friday, July 28, 2023 1:37 PM
To: s 22 <s 22 @agr.org.au>
Cc: s 22 <s 22 @pm.gov.au>
Subject: RE: Meeting with Prime Minister regarding gambling advertising reform [SEC=OFFICIAL]

OFFICIAL

Hi s 22

Thank you for your prompt response – confirming that this meeting has been placed in the forward program for 4.15pm on 07/08.

We would be grateful if you could arrive 5-10 minutes ahead of the meeting, to ensure enough time to pass through security into Parliament House and for sign in (if required).

Please let me know if there is anything else that is required.

Regards

s 22

I Program Manager

Office of the Hon Anthony Albanese MP | Prime Minister of Australia

PO Box 6022 | House of Representatives | Parliament House | Canberra ACT 2600

M s 22 | E: s 22

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From: s 22 <s 22 @agr.org.au>
Sent: Friday, 28 July 2023 12:40 PM
To: s 22 <s 22 @pm.gov.au>
Cc: s 22 <s 22 @pm.gov.au>
Subject: RE: Meeting with Prime Minister regarding gambling advertising reform [SEC=OFFICIAL]

Dear s 22

Thank you for the invitation to meet with the Prime Minister. s 22 and I are both available on Monday 7 August at 4.15pm and look forward to meeting with him.

Warm regards s 22

s 22

Chief Executive Officer



P: (03) 9999 7372

s 22 @agr.org.au |

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From: s 22 <s 22 @pm.gov.au>
Sent: Friday, July 28, 2023 10:56 AM
To: s 22 <s 22 @agr.org.au>
Cc: s 22 <s 22 @pm.gov.au>
Subject: Meeting with Prime Minister regarding gambling advertising reform [SEC=OFFICIAL]

OFFICIAL

Hi s 22 ,

Good to chat to you just now.

As mentioned, the PM is available to meet in Canberra at the following times – please let me know if any of these suit you and s 22 :

03/08: 3.30pm

07/08: 4.15pm

09/08: 3.45pm

Look forward to hearing from you.

Kind regards,

s 22

| **Senior Policy Adviser**

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

M s 22

| E s 22

[@pm.gov.au](mailto:pm.gov.au)

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From: s 22
To: s 22
Subject: RE: Follow up to meeting with the PM [SEC=OFFICIAL]
Date: Tuesday, 12 March 2024 3:44:32 PM
Attachments: s 22
s 22

Thanks s 22 . I thought that may be the case but good to confirm.

Good to see so many positive changes across the board coming through! Looking forward to the response to the Murphy report in due course too.

Warm regards s 22

s 22

Chief Executive Officer
s 22 @agr.org.au
s 22



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From: s 22 <s 22 @pm.gov.au>
Sent: Tuesday, March 12, 2024 2:33 PM
To: s 22 <s 22 @agr.org.au>
Subject: RE: Follow up to meeting with the PM [SEC=OFFICIAL]

You don't often get email from s 22 @pm.gov.au. [Learn why this is important](#)

OFFICIAL

Hi s 22 ,

I understand he may have been referring to this policy reform by the Victorian Government:

<https://engage.vic.gov.au/project/landmark-gambling-reforms/timeline/33787>

Hope this helps!

Kind regards,

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

M s 22 | E s 22 @pm.gov.au

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From: s 22

Sent: Tuesday, 12 March 2024 2:10 PM

To: s 22 ' <s 22 @agr.org.au>

Subject: RE: Follow up to meeting with the PM [SEC=OFFICIAL]

OFFICIAL

Hi s 22 ,

Thanks for your email and apologies for the delay. I hope you are well. Will come back to you on this as I wasn't with him on the day.

Kind regards,

s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

M s 22 | E s 22 @pm.gov.au

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From: s 22 @agr.org.au>

Sent: Monday, 4 March 2024 3:07 PM

To: s 22 @pm.gov.au>

Subject: RE: Follow up to meeting with the PM [SEC=OFFICIAL]

Hi s 22

I hope you are keeping well. Congratulations on the Dunkley bi-election result at the

weekend! We are hopeful that an announcement on the Murphy report might be imminent and are looking forward to welcoming it (assuming it aligns well with the Murphy recommendations!)

On another note, we see that the PM has been busy responding to questions on the government's response to the Murphy report and today he made the comment that 'I noticed the Victorian Government have got further restrictions as well today on poker machine.'

Do you happen to know what announcement he was referring to there as we cannot find any reference to one?

Many thanks ^{s 22}

^{s 22}

Chief Executive Officer

^{s 22}

agr.org.au

^{s 22}



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From: ^{s 22} <^{s 22} @pm.gov.au>

Sent: Wednesday, August 23, 2023 4:59 PM

To: ^{s 22} <^{s 22} @agr.org.au>

Subject: RE: Follow up to meeting with the PM [SEC=OFFICIAL]

OFFICIAL

Belated thanks for this ^{s 22} – it was nice to meet you.

Please do stay in touch and we can certainly stay in touch as the work continues.

Kind regards,

^{s 22}

| Senior Policy Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600
M ^{s 22} | E ^{s 22} @pm.gov.au

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From: ^{s 22} <^{s 22} @agr.org.au>
Sent: Thursday, 10 August 2023 4:31 PM
To: ^{s 22} <^{s 22} @pm.gov.au>
Subject: Follow up to meeting with the PM

Dear ^{s 22}

A quick note to say a huge thank you for our meeting with the Prime Minister on Monday and all of your work to understand our issues. We sincerely appreciated the opportunity to both meet the Prime Minister and provide our perspective.

I attach a briefing note on some of the issues we discussed at the meeting about commercial interests who may be opposed to a gambling ad ban.

At some point after the parliamentary sitting period, it would be good to follow up with you (I am based in Canberra so can readily pop up to APH) about the government's response to the online inquiry and how we might be able to support you in this area.

I hope the sitting period finishes on a positive (albeit I am sure it will be exhausting) note for you.

Warm regards ^{s 22}

^{s 22}

Chief Executive Officer



P: ^{s 22}

^{s 22} @agr.org.au |

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Briefing paper on the commercial interests in gambling advertisements, August 2023.

Health costs to governments

Australian governments draw significant revenue from \$25b in gambling losses, yet gambling harm comes at a cost to Australian families and communities in many ways. The Federal Government wears the most significant impact in welfare support and health via Centrelink and Medicare payments. The state governments provide services to people experiencing gambling harm and one or more of its comorbidities such as family violence or mental health treatment; in Victoria alone, it was estimated to be at a cost of \$1.1 billion to the state government.

Tobacco reforms highlight how in addition to reduce morbidity and mortality; it makes financial sense for governments to reduce exposure to harmful products. A tobacco advertising ban in Australia has led to the lowest smoking rate in the world and reduced government expenditure in the costs of smoking harm through Medibank, Medicare and public hospitals etc.

Impact to media companies

Banning gambling ads will impact media company profits, however, the impact will be material.

Newscorp, owned by the Murdoch family, has a 61% stake in realestate.com.au that is currently worth \$12.4 billion and the family's net worth is around \$30 billion.

Foxtel and newspapers will survive without gambling ads, and there is an opportunity to replace those ads with real estate on all platforms except for Fox news.

Network Ten is owned by US multinational, Paramount which has a market cap of \$A16 billion. Nine Entertainment has a market cap of \$3.6 billion and a debt of less than \$1

billion. It is diversified with assets in Domain (of which it owns 60%) which is currently worth \$1.51 billion.

In terms of radio, Nova is owned by Lachlan Murdoch, Southern Cross (Triple M and Fox stations) are currently worth \$225 million, ARN Media (Kiss FM) is currently worth \$312 million and has News Corp as the second biggest shareholder with 13%. Some of the small radio providers like SEN Group may need some support but the federal government could provide support in the transition away from gambling ads.

Impact to sporting codes

The AFL owns Dockland Stadium and its last annual report highlighted net equity of \$313 million, the AFL player payments were over \$650 million in 2022 and has a profit of \$113 million with revenue of \$944m. The AFL is also a not for profit so it does not pay corporate tax. NRL Clubs have significant investments in poker machines which leads to over \$400 million in losses annually. As technology continues to rapidly develop and new products (which do not have harmful impacts) are introduced, there will continue to be an increase in the diversity of sponsorship opportunities.

Transition support from the federal government

Free to air networks are paying the federal government \$40 million a year in spectrum fees, so there is a possibility these could be waived for a few years during the transition away from gambling ads. Further, there is a strong need for gambling harm prevention and treatment promotion so the federal government could invest in these advertisements which would help to replace some of the lost revenue. We would also suggest a regional support fund to support regional media companies impacted by the ban during the transition period.

Conclusion

There will be financial impacts of banning gambling ads on media companies and sporting codes. However, with the right support from the government the impact will be material. The positive impact of banning ads will far outweigh the negative and will have a significant impact on preventing gambling harm particularly to Australia's children and young people.

Information in this paper is provided by Stephen Mayne, Freelance Journalist and Shareholder Advocate.

From: s 22
To: s 22
Cc: s 22 ; s 22 ; s 22
Subject: RE: Letter to PM [SEC=OFFICIAL]
Date: Thursday, 27 June 2024 5:33:00 PM
Attachments: s 22

OFFICIAL

Hi s 22

Belated thanks for this.

Kind regards,

s 22

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600
M s 22 | E s 22 k@pm.gov.au

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From: s 22 <s 22 @agr.org.au>
Sent: Monday, 24 June 2024 3:39 PM
To: s 22 <s 22 @pm.gov.au>
Cc: s 22 @agr.org.au; s 22

Subject: RE: Letter to PM [SEC=OFFICIAL]

Hi s 22

We are going to a media release out tomorrow in relation to Roy Morgan research

I have attached a copy of it for you

This is just part of the overall research that is being released for now.

Thanks

s 22

Interim CEO
s 22 @agr.org.au

s 22

s 22



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From: s 22 <s 22 @pm.gov.au>

Sent: Wednesday, June 19, 2024 2:24 PM

To: s 22 <s 22 @agr.org.au>

Cc: s 22 <s 22 @timcostello.org>; s 22 <s 22 @agr.org.au>; s 22 <s 22 @mo.communications.gov.au>

Subject: Re: Letter to PM [SEC=OFFICIAL]

Many thanks s 22 - good to talk to you both yesterday.

Thank you for sharing that info. I'm also adding s 22 so you have his details.

Kind regards,

s 22

s 22 | Senior Adviser

Office of the Prime Minister

s 22

s 22 @pm.gov.au

On 18 Jun 2024, at 11:48 AM, s 22 <s 22 @agr.org.au> wrote:

Hey s 22

Thanks for your time today and for s 22 time in joining the call

Just following up a few things we spoke about

Here is the research on gambling companies reaching out to children

[New research shows kids are targeted with alcohol, gambling and junk food ads online | FARE](#)

Also ^{s 22} contact details at ^{s 22} are:
^{s 22}

I will send through the info we have on the Roy Morgan research shortly

Thanks again

^{s 22}

Interim CEO

^{s 22}

[@agr.org.au](#)

^{s 22}

^{s 22}



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From: ^{s 22} <^{s 22} [@pm.gov.au](#)>

Sent: Monday, June 17, 2024 7:44 PM

To: ^{s 22} <^{s 22} [@agr.org.au](#)>

Cc: ^{s 22} <^{s 22} [@timcostello.org](#)>; ^{s 22} <^{s 22} [@agr.org.au](#)>

Subject: Re: Letter to PM [SEC=OFFICIAL]

Will do - look forward to speaking tomorrow.

^{s 22}

| Senior Adviser

Office of the Prime Minister

^{s 22}

^{s 22}

[@pm.gov.au](#)

On 17 Jun 2024, at 5:20 PM, ^{s 22} <^{s 22} [@agr.org.au](#)> wrote:

Hi ^{s 22}

Lets do 11-12noon tomorrow

Are you happy to send us both a Teams invite?

Otherwise I am sure ^{s 22} could set one up for us all

Thanks again

^{s 22}

Interim CEO

^{s 22}

@agr.org.au

^{s 22}

^{s 22}

<image001.png>

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From: ^{s 22} <^{s 22} @pm.gov.au>

Sent: Monday, June 17, 2024 3:07 PM

To: ^{s 22} <^{s 22} @agr.org.au>

Cc: ^{s 22} <^{s 22} @timcostello.org>; ^{s 22} <^{s 22} @agr.org.au>

Subject: RE: Letter to PM [SEC=OFFICIAL]

OFFICIAL

Hi ^{s 22} ,

Great to hear. Would between 11-12pm work on your end tomorrow, or between 4-5pm?

Cheers,

^{s 22}

s 22

| Senior Adviser

Office of the Prime Minister, Anthony Albanese MP
Parliament House, Canberra ACT 2600

M s 22

| E s 22

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From: s 22 <s 22 @agr.org.au>
Sent: Monday, 17 June 2024 12:16 PM
To: s 22 <s 22 @pm.gov.au>
Cc: s 22 <s 22 @timcostello.org>; s 22 <s 22 @agr.org.au>
Subject: FW: Letter to PM [SEC=OFFICIAL]

Hey s 22

Thanks for your email

s 22 and I would love to join a call with you tomorrow.

I will check with s 22 diary but what times were you thinking would work for you?

Thanks

From: s 22 <s 22 @pm.gov.au>
Sent: Monday, June 17, 2024 10:11 AM
To: Alliance For Gambling Reform <info@agr.org.au>
Subject: Letter to PM [SEC=OFFICIAL]

You don't often get email from s 22 @pm.gov.au. [Learn why this is important](#)

OFFICIAL

Hi s 22 and s 22 ,

Thank you for your letter to the PM on 3 June regarding the upcoming 12 month anniversary of the release of the Win Some, Lose More report.

It would be good to meet to receive an update from you about your work in this space, as I know it's been a while since the last meeting with s 22 , s 22 and the PM.

I am Sydney based and travelling later this week – could you let me know if a catch up online tomorrow might suit?

Otherwise, if you will be at Parliament House next week, we could meet there.

Kind regards,

s 22

s 22

| **Senior Adviser**

Office of the Prime Minister, Anthony Albanese MP

Parliament House, Canberra ACT 2600

M s 22

| E s 22

[@pm.gov.au](mailto:pm.gov.au)

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Media Release

Explosion in sports betting puts a generation at risk

Up to 1 in 5 young sports bettors now have a gambling problem

25 June 2024

The number of people betting on sports has exploded, doubling in just five years with more than one third of all spending on sports betting now coming from people with a gambling problem, according to new research.

More than a quarter of all men aged 18-24 and a third of men aged 25-34 now bet on sport. Young men are most at risk of falling into problem gambling – with close to 1 in 5 (17.5%) 18-24 year-olds who bet on sports, already defined as having a gambling problem.

The new insights come from interviews with approximately 16,000 Australians conducted by Roy Morgan in the 12 months to March 2024, based on the Problem Gambling Severity Index (PGSI) framework, now tracked continuously in the Roy Morgan Single Source Survey, representing the largest continuous problem gambling research program in Australia.

The research reveals that almost a million Australians (881,000) who sports bet are now problem or moderate Risk gamblers, classified according the PGSI

It also showed that for some sports betting companies ‘problem gamblers’ make up almost 20% of their entire customer base.

“These are huge numbers and they highlight how a predatory online gambling industry is ensnaring a whole new generation into gambling,” Alliance for Gambling Reform Interim CEO, Martin Thomas said.

“We know that last year there were over a million gambling ads bombarding our screens. We have to stop this. The Federal Government must move to ban all gambling advertising and adopt all 31 recommendations of the parliamentary report into online gambling.”

The government received the parliamentary report, chaired by Labor MP, Peta Murphy, almost 12 months ago and is still yet to deliver its response. A key recommendation in

the report was a moderate and reasonable 3-year, phased-in ban on all gambling advertising.

The research shows:

- ❖ In the 12 months to March 2024, 3.26 million Australians bet on sports. This is over double the number of Australians who sports bet 5 years ago from 7% (April 2019 – March 2020) to 15.5% (April 2023 to March 2024).
- ❖ In the 12 months to March 2024, 1 in 10 (10%) Australian Sports Bettors are classified Problem Gamblers (337,000 people). A further 17% (544,000 people) classified as Moderate risk.
- ❖ More than a third (34%) of the total dollars spent on Sport Betting in Australia comes from Problem Gamblers. This is despite Problem Gamblers representing only 10% of the player base.

Australians lose over \$25 billion each year to gambling, the highest per capita spend in the world.

Mr Thomas said gambling harm was a massive public health issue, linked to poor physical and mental health, poverty and homelessness, criminal activity, family violence, and suicide.

“We are extremely concerned about the rapidly increasing harms caused by online gambling, and by the massive advertising of online gambling through a range of media including digital/social media channels,” Mr Thomas said.

Studies show that 7 in 10 Australians believe there are too many betting advertisements, and that gambling advertising on television should be banned; and parents in particular are concerned about their children’s vulnerability to gambling advertising.

“The parliamentary inquiry found that the “inescapable torrent” of gambling advertising is normalising online gambling and its links with sport, grooming children and young people to gamble, and encouraging riskier behaviour,” Mr Thomas said.

The Alliance is a national advocacy organisation which works to prevent and minimise the harm from gambling. Our aim is to remove the shame that surrounds gambling addiction, have the problem treated as a public health issue, and achieve the legislative changes needed to protect our communities. We bring together well over [60 organisations](#) who share the objectives of preventing harm from gambling.

*Roy Morgan is an independent market and social Research firm and commenced tracking the prevalence of problem gambling amongst the 18+ Australian population in January 2023, using the established Problem Gambling Severity Index (PGSI) framework. The PGSI is used to classify respondents as **Non Problem, Low Risk, Moderate Risk and Problem Gambling**.*

The PGSI questions are fielded to a representative sample of 16,000 Australians each year, tracked continuously in the syndicated Roy Morgan Single Source Survey, representing the largest continuous problem gambling research program in Australia.

See [here](#) for a gambling language guide for journalists.

Martin Thomas is available for interview on ^{s 22}

For information on the Roy Morgan PGSI tracking program contact ^{s 22}

If you or someone you know is in need of support, please contact:
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